ABSTRACT

A prospect rating system and method is used to identify top prospects from among a plurality of constituents. The user configures a plurality of rating elements by entering customized rating criteria used to calculate raw ratings for each of the rating elements. In one example, the rating elements relate to the constituent's connections to the organization, the concerns of the constituents matching those of the organization, and the capacity of the constituents to make a gift or other donation of time, money or materials. The rating criteria can include relative weight values, parameters, and rating points corresponding to the parameters. The customized rating criteria are applied to constituent data and raw ratings are calculated for each of the constituents. A percentile ranking can also be calculated for each of the constituents. The rating information is then output (e.g., displayed or printed) to indicate the top prospects, allowing the organization to plan strategies to more effectively achieve its goals.